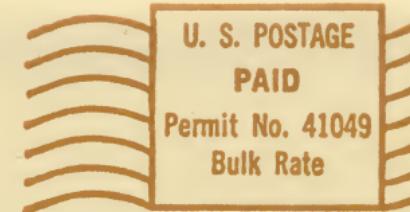


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we wouldn't offer a 10-week trial
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THE ECONOMY • POLITICS • THEATER • FILM

(A STORY ABOUT A GUARANTEE THAT WAS NEVER MADE -- ALAS)

THE NEW REPUBLIC

Garth Hite, Publisher

Dear Reader:

One year ago today, if I had come to you with a guarantee that for \$9 you would receive the liveliest and most influential information in print on politics, government, the literary world and the arts -- by subscribing to 48 issues of THE NEW REPUBLIC -- you would have extracted my guarantee in blood and gladly paid me the nine dollars.

If you are interested in these subjects my offer would have been as eagerly snapped up as you would a stockbroker who guaranteed an annual 25% return on your invested money.

All right. Try 10 issues. FOR ONE DOLLAR!

MONDAY MORNING QUARTERBACKING . . .

Well, I couldn't guarantee a year ago that THE NEW REPUBLIC was going to "break" the Ralph Nader story on automobile safety. I didn't know that Senator Fulbright's hearings on Vietnam would sponsor George Kennan's historic testimony, and that NR would be the only journal to print it in its entirety.

A year ago, not much had been published about LSD except in NR; the "big news" broke in March, 1966, long after we had covered it -- in detail. I didn't know that THE NEW REPUBLIC was going to be among the first, if not the first, to publish definitive articles on splits in the civil rights movement, water pollution, the CDGM fracas, the activities of the "New Left."

How would we know that during 1966 the celebrated "exposé" of the C.I.A.'s relationship with Michigan State University would spring from a 1962 piece in NR?

FOREIGN AFFAIRS . . . ELECTION YEARS . . . EXPOSÉS

We did know that managing editor, Alex Campbell, was going to tour the Far East during early 1966, and that he probably would bring back a brilliant series of reports on India, Japan, Thailand, Vietnam and the Philippines. And he did. We knew that it was an election year and that we would have our tentacles out all over the land to

cut through the reams of fantasy and fiction. And we did. We knew that the 89th Congress would be winding up an historic session, and that we must pay particular attention to the reporting of it. We did.

We had a pretty good idea that two young NR associate editors, James Ridgeway and Andrew Kopkind, would repeatedly contribute provocative, controversial reporting about civil rights, the New Left, the Young Radicals, the flaws in our great society. And did they!

INSIDE WASHINGTON . . .

We knew that "T.R.B." would continue his weekly column in NR and that -- even considering our natural prejudice -- this is worthy of a full subscription price alone. (We actually received a letter not long ago from a subscriber who had figured that "T.R.B. and NR cost me about 19 cents a week which, in turn, affords me uncountable satisfaction in being one-up on my peers in the office.") Well, to each his own reason. His arithmetic was correct: 48 issues for \$9, the regular subscription price. If he bought his T.R.B. at the newsstand each week, it would have cost him \$16.80 . . . still dirt cheap for him to pay (considering his purpose).

SATIRE AND THE ARTS . . .

What else would I have guaranteed you a year ago? Political cartoons by three masters of satire -- Bill Mauldin, Jules Feiffer and Robert Osborn.

The finest books and arts department in the weekly magazine field. Check this line-up: Robert Brustein on theatre; Pauline Kael, movies; Stanley Kauffmann, who departed NR's premises a year ago, is back as our Associate Literary Editor and is contributing 40 writing pieces a year to the cause. Robert Evett has begun a new column on all aspects of music, recordings and much more.

Make no mistake. There is a lively books and arts section in every issue.

THE CONTRIBUTORS . . .

So far, I've been talking about our regulars, the people you read most every week in NR. Contributing writers in 1966 included Edgar Snow, Arthur Schlesinger, Jr., Hans Morgenthau, Robert Graves, John Wain, Harry Golden, Murray Kempton, Marquis Childs, Stephen Spender, Walter Lippmann, John Updike, Michael Harrington, Reinhold Niebuhr, Stokely Carmichael. You may expect more of the same during the coming year.

HERE IT COMES -- THE OFFER

The point of all this . . . is this: I cannot guarantee everything that you will read in NR this year. I will guarantee that it will bring to you the best magazine dollar you ever spent.

MAGAZINE DOLLAR? Yes, magazine dollar! This letter is an offer to you, a prospect whom we have reason to believe will like our pride-and-joy, to take out a trial subscription to THE NEW REPUBLIC.

The enclosed card is at the ready. You can try us out -- 10 issues for \$1. (The regular subscription price is \$9, as I seem to have repeated throughout this letter . . . well, it's worth it.) Ten issues should be plenty to substantiate our claim on your time.

Fill out the card right now! Don't miss one issue of this exciting Journal of Opinion.

Sincerely,



Garth Hite
Publisher

P.S. I won't make the same mistake I made a year ago today. This letter is a guarantee that THE NEW REPUBLIC, founded in 1914 to publish the best of contemporary thought . . . (read this fifty year list of contributors: Sherwood Anderson, S. N. Behrman, Bruce Bliven, Van Wyck Brooks, Heywood Broun, Marquis Childs, Padraic Colum, Alistair Cooke, Malcolm Cowley, John Dewey, John Dos Passos, Max Eastman, F. Scott Fitzgerald, Robert Graves, Sidney Howard, Irving Howe, Langston Hughes, Harold L. Ickes, Gerald W. Johnson, Stanley Kauffmann, Murray Kempton, Walter Lippmann, David Low, Amy Lowell, Mary McCarthy, H. L. Mencken, Henry Miller, Malcolm Muggeridge, Lewis Mumford, John O'Hara, Inez Robb, Paul Rosenfeld, Richard Rovere, Margaret Sanger, Arthur Schlesinger, Jr., Delmore Schwartz, George Bernard Shaw, C. P. Snow, Edgar Snow, Leo Stein, John Steinbeck, Adlai Stevenson, Deems Taylor, Lionel Trilling, Leon Trotsky, John Updike, Henry A. Wallace, Rebecca West, William Allen White, Edmund Wilson, Thomas Wolfe, and Stark Young, among others) . . . where are we after all that name dropping? . . . oh, yes, the guarantee: NR GUARANTEES that after 10 issues you are going to be turned on, and tuned in, to perhaps the most exciting journalism in the U.S. today.

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